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DATE: September 13, 2005

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TO: Mail Stop AF FAX: (571) 273-8300  
Examiner: Firmin BACKER  
Art Unit: 3621

FROM: Brian T. Sattizahn Direct Dial: (717) 237-5258

TOTAL NUMBER OF PAGES, INCLUDING THIS COVER LETTER: 19

**MESSAGE:**

Please acknowledge receipt of documents.

Transmittal Form  
Certificate of Fax Transmittal  
Response Under 37 C.F.R. 1.116 (16 pages)

Attorney Docket No.: 20807-0003-01  
Application No.: 09/828,444  
Filed: April 6, 2001

**FAX NUMBER: (717) 237-5300**

**PARALEGAL RESPONSIBLE: Kimberly A. Newell TELEPHONE: (717) 237-5239**

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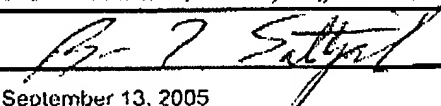
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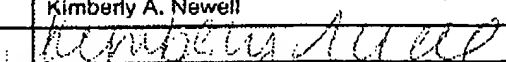
<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>		Application Number	09/828,444
		Filing Date	April 6, 2001
		First Named Inventor	AVALLONE et al.
		Art Unit	3621
		Examiner Name	Firmin BACKER
Total Number of Pages in This Submission	19	Attorney Docket Number	20807-0003-01

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <b>Certificate of Fax Transmittal</b>
Remarks		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	McNees Wallace & Nurick LLC Brian T. Sattizahn, Attorney Reg. No. 46,401
Signature	
Date	September 13, 2005

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Signature		Date	September 13, 2005

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CENTRAL FAX CENTER****SEP 13 2005****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: AVALLONE et al. :  
: :  
Application No.: 09/828,444 : Group Art Unit: 3621  
: :  
Filed: April 6, 2001 : Examiner: F. Backer  
: :  
For: METHODS AND SYSTEMS FOR PROVIDING PERSONALIZED INFORMATION  
TO USERS IN A COMMERCIAL ESTABLISHMENT

**RESPONSE UNDER 37 C.F.R. 1.116**

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Sir:

Please consider the following Response for the above-referenced Application.

**A) INTRODUCTORY COMMENTS**

This Response is filed in response to the Final Office Action dated June 13, 2005.

The **Amendments to the Specification** section begins on page 2 of this Response.

The **Amendments to the Claims** section begins on page 3 of this Response and any amendments to the claims are reflected in the listing of the claims included therein.

The **Amendments to the Drawings** section begins on page 4 of this Response and any amendments to the drawings include both an attached replacement sheet and an annotated sheet showing any changes.

The **Remarks/Arguments** section begins on page 5 of this Response.